

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

Mentzer Media Services, Inc.  
600 Fairmount Avenue  
Suite 306  
Towson, MD 21286

Contract # 336172

Schedule Dates

10/23/12-10/29/12

Advertiser

Restore Our Future (15808)

Agency

Mentzer Media Services, Inc. (3427)

Product

Political - Issue (1068)

Brand

622 RESTORE (139309)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

CLOYD, ELISE

Phone/Fax

/

CPE

622

Account Types

National/Political

Billing Type

Standard

Comments

RESTORE OUR FUTURE

Date Entered

10/09/12

Last Modified

10/09/12

Entered By

JM Hipskind

CO-OP

No

Headline #

06366305

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$24,491.25

Net Total

\$138,783.75

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Oct. 2012

Nov. 2012

Grand Total:

\$121,025.00

\$42,250.00

\$163,275.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	6A-7A (EST)	1	1	1	1	1	1	1	1	4	\$1,550.00	\$6,200.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
2.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	7A-8A (EST)	1	1	1	1	1	1	1	1	4	\$1,450.00	\$5,800.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
3.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	8A-9A (EST)	2	2	2	2	2	2	2	2	8	\$1,250.00	\$10,000.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
4.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	9A-10A (EST)	2	2	2	2	2	2	2	2	8	\$500.00	\$4,000.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
5.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	12P-12:30P (EST)	1	1	1	1	1	1	1	1	4	\$650.00	\$2,600.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
6.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	5P-5:30P (EST)	1	1	1	1	1	1	1	1	4	\$1,600.00	\$6,400.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
7.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	5P-6P (EST)	1	1	1	1	1	1	1	1	4	\$1,700.00	\$6,800.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
8.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	6P-6:30P (EST)	1	1	1	1	1	1	1	1	2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
9.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	6P-6:30P (EST)	2	2	2	2	2	2	2	2	4	\$2,000.00	\$8,000.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
10.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	6:58P-7:30P (EST)	2	2	2	2	2	2	2	2	8	\$1,600.00	\$12,800.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
11.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	7:30P-7:56P (EST)	1	1	1	1	1	1	1	1	4	\$1,600.00	\$6,400.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
12.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	11:35P-12:05A (EST)	1	1	1	1	1	1	1	1	3	\$1,200.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
13.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	11P-11:35P (EST)	1	1	1	1	1	1	1	1	5	\$2,400.00	\$12,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
14.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	10P-11P (EST)	1	1	1	1	1	1	1	1	1	\$7,500.00	\$7,500.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12

## CONFIRMATION CONTRACT

Comments:

Date:

Accepted-Station:

Date:

Accepted-Agency/Advertiser:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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### Salesperson

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### Sales Office

Telerep/Philadelphia

### Buyer Name

CLOYD, ELISE

### Phone/Fax

/

### CPE

622

### Account Types

National/Political

### Billing Type

Standard

### Comments

RESTORE OUR FUTURE

Date Entered 10/09/12  
Last Modified 10/09/12  
Entered By Jill Hipskind  
CO-OP No  
Headline # 06366305  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$24,491.25  
Net Total \$138,783.75  
Sales Tax

### Charlotte (WSOC)

By Broadcast Month  
Oct. 2012 \$121,025.00  
Nov. 2012 \$42,250.00  
Grand Total: \$163,275.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/27/12-10/27/12	2	:30	6A- 7A (EST)							2		2	\$500.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
16.0	Normal Line / Spot	10/27/12-10/27/12	2	:30	7A- 8A (EST)							2		2	\$550.00	\$1,100.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
17.0	Normal Line / Spot	10/27/12-10/27/12	2	:30	8A- 9A (EST)							2		2	\$800.00	\$1,600.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
18.0	Normal Line / Spot	10/27/12-10/27/12	2	:30	12P- 12:30P (EST)							2		2	\$600.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
19.0	Normal Line / Spot	10/27/12-10/27/12	3	:30	3P- 7:30P (EST)							2		2	\$4,000.00	\$8,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
20.0	Normal Line / Spot	10/28/12-10/28/12	2	:30	7A- 8A (EST)								2	2	\$500.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
21.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	8A- 9A (EST)								2	2	\$800.00	\$1,600.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
22.0	Normal Line / Spot	10/28/12-10/28/12	2	:30	9A- 10A (EST)								1	1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
23.0	Normal Line / Spot	10/28/12-10/28/12	2	:30	12P- 12:30P (EST)								1	1	\$625.00	\$625.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
24.0	Normal Line / Spot	10/28/12-10/28/12	2	:30	6P- 6:30P (EST)								1	1	\$2,100.00	\$2,100.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
25.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	7P- 8P (EST)								1	1	\$4,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
26.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	6A- 7A (EST)	1								1	\$1,550.00	\$1,550.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
27.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	7A- 8A (EST)	1								1	\$1,450.00	\$1,450.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
28.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	8A- 9A (EST)	2								2	\$1,250.00	\$2,500.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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### Account Types

National/Political

### Billing Type

Standard

### Comments

RESTORE OUR FUTURE

### Date Entered

10/09/12

### Last Modified

10/09/12

### Entered By

Jill Hipskind

### CO-OP

No

### Headline #

06366305

### Demo

Normal

### Order Type

Normal

### Package Deal

15.00

### Commission %

\$24,491.25

### Commission

\$138,783.75

### Net Total

\$138,783.75

### Sales Tax

### Charlotte (WSOC)

#### By Broadcast Month

Oct. 2012 82 \$121,025.00

Nov. 2012 18 \$42,250.00

Grand Total: 100 \$163,275.00

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29.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	9A-10A (EST)	2								2	\$500.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
30.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	12P-1P (EST)	1								1	\$650.00	\$650.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
31.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	5P-5:30P (EST)	1								1	\$1,600.00	\$1,600.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
32.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	5:30P-6P (EST)	1								1	\$1,700.00	\$1,700.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
33.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	6P-6:30P (EST)	2								2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
34.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	7P-7:30P (EST)	2								2	\$1,600.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
35.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	7:30P-7:58P (EST)	1								1	\$3,000.00	\$3,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
36.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	11:35P-12:05A (EST)	1								1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
37.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	11P-11:35P (EST)	1								1	\$2,400.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
38.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	8P-10P (EST)	2								2	\$9,000.00	\$18,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
39.0	Normal Line / Spot	10/26/12-10/26/12	2	:30	12:05A-12:35A (EST)							1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12

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Comments:

Date:

Accepted-Station:

Date:

Accepted-Agency/Advertiser:

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XXXXXXXXXXXX

REP: TEL# 610-225-4100  
CREDIT ADVISORY: AGEN  
ORDER WORKSHEET

OCT8/12 12.44  
\*\*\* WSOC-TV \*\*\*

REP #	OFF. #	SALESMAN #
1	220	

BUYER NAME: ELISE CLOYD

SALES PRSN PH- NICK WELTE

CLASS:	NATL.	LOCAL	REGIONAL
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9
10	10	10	10
11	11	11	11
12	12	12	12
13	13	13	13
14	14	14	14
15	15	15	15
16	16	16	16
17	17	17	17
18	18	18	18
19	19	19	19
20	20	20	20
21	21	21	21
22	22	22	22
23	23	23	23
24	24	24	24
25	25	25	25
26	26	26	26
27	27	27	27
28	28	28	28
29	29	29	29
30	30	30	30
31	31	31	31
32	32	32	32
33	33	33	33
34	34	34	34
35	35	35	35
36	36	36	36
37	37	37	37
38	38	38	38
39	39	39	39
40	40	40	40
41	41	41	41
42	42	42	42
43	43	43	43
44	44	44	44
45	45	45	45
46	46	46	46
47	47	47	47
48	48	48	48
49	49	49	49
50	50	50	50
51	51	51	51
52	52	52	52
53	53	53	53
54	54	54	54
55	55	55	55
56	56	56	56
57	57	57	57
58	58	58	58
59	59	59	59
60	60	60	60
61	61	61	61
62	62	62	62
63	63	63	63
64	64	64	64
65	65	65	65
66	66	66	66
67	67	67	67
68	68	68	68
69	69	69	69
70	70	70	70
71	71	71	71
72	72	72	72
73	73	73	73
74	74	74	74
75	75	75	75
76	76	76	76
77	77	77	77
78	78	78	78
79	79	79	79
80	80	80	80
81	81	81	81
82	82	82	82
83	83	83	83
84	84	84	84
85	85	85	85
86	86	86	86
87	87	87	87
88	88	88	88
89	89	89	89
90	90	90	90
91	91	91	91
92	92	92	92
93	93	93	93
94	94	94	94
95	95	95	95
96	96	96	96
97	97	97	97
98	98	98	98
99	99	99	99
100	100	100	100

CLASS: NATL. LOCAL

COMMENTS. (LINE. ORDER, INVOICE)

OCT29/12 WK-1

CO-OP BILLING NEEDED

*[Signature]*

\*\*\*\*\*  
THIS IS A CASH TN ADVANCE SCHEDULE \*\*\*\*\*

AGENCY INVOICING - AGENCY IDB #1021

[illegible]

AGENCY EST# = 622

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =

600A-700A

NEWS  
4.0  
1X MAX/DAY

TU-F

III-F

REP HEADLINE# 6366305  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100 FAX# 610-225-4100  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

REP HEADLINE# 6366305  
\*\*\* ORIGINAL REV#0 \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL : SPTS:
2			700A-800A PROGRAM : GMA RA35+ : 4.0 CON COM1: 1X MAX/DAY	30		\$1,450.00	10/23	10/26	4		TU-F	4
3			800A-900A PROGRAM : GMA RA35+ : 4.0 CON COM1: 2X MAX/DAY	30		\$1,250.00	10/23	10/26	8		TU-F	8
4			900A-1000A PROGRAM : KELLY RA35+ : 2.0 CON COM1: 2X MAX/DAY	30		\$500.00	10/23	10/26	8		TU-F	8
5			1200N-1230P PROGRAM : NEWS RA35+ : 2.0 CON COM1: 1X MAX/DAY	30		\$650.00	10/23	10/26	4		TU-F	4
6			500P-530P PROGRAM : NEWS RA35+ : 4.0 CON COM1: 1X MAX/DAY	30		\$1,600.00	10/23	10/26	4		TU-F	4
7			530P-600P PROGRAM : NEWS RA35+ : 4.0 CON COM1: 1X MAX/DAY	30		\$1,700.00	10/23	10/26	4		TU-F	4
8			600P-630P PROGRAM : NEWS RA35+ : 5.0 CON COM1: 1X MAX/DAY	30		\$2,000.00	10/23	10/25	2		TU,TH	2
9			600P-630P PROGRAM : NEWS RA35+ : 5.0 CON COM1: 2X MAX/DAY	30		\$2,000.00	10/24	10/26	4		W,F	4

OCT8/12 12.44

REP HEADLINE# 6366305 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100 FAX# 610-225-4100  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10			700P-730P	30		\$1,600.00	10/23	10/26	8		TU-F	8
PROGRAM : INSIDE EDITION RA35+ : 5.0 CON COM1 : 1X MAX/DAY												
11			730P-800P	30		\$1,600.00	10/23	10/26	4		TU-F	4
PROGRAM : ET RA35+ : 3.0 CON COM1 : 1X MAX/DAY												
12			1135P-1205A	30		\$1,200.00	10/23	10/26	4		TU-F	4
PROGRAM : NIGHTLINE RA35+ : 3.0 CON COM1 : 1X MAX/DAY												
13			1100P-1135P	30		\$2,400.00	10/23	10/28	5		TU-F,SU	5
PROGRAM : NEWS RA35+ : 4.0 CON COM1 : 1X MAX/DAY												
14			1000P-1100P	30		\$7,500.00	10/23	10/23	1		TUE	1
PROGRAM : PRIVATE PRACTICE RA35+ : 7.0												
15			600A-700A	30		\$500.00	10/27	10/27	2		SAT	2
PROGRAM : NEWS RA35+ : 2.0												
16			700A-800A	30		\$550.00	10/27	10/27	2		SAT	2
PROGRAM : NEWS RA35+ : 4.0												
17			800A-900A	30		\$800.00	10/27	10/27	2		SAT	2
PROGRAM : SAT GMA RA35+ : 3.0												
18			1200N-1230P	30		\$600.00	10/27	10/27	2		SAT	2
PROGRAM : NEWS RA35+ : 2.0												

OCT8/12 12.44  
\*\*\* WSOC-TV \*\*\*

REP HEADLINE# 6366305  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

[illegible]

REP: TEL# 610-225-4100 FAX# 610-225-4100  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

REP HEADLINE# 6366305  
\*\*\* ORIGINAL REV#0 \*\*\*

:LINE#:REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	RATE	:START DATE	:END DATE	:SPTS/WK	WEEK INVT	DAYS	TOTL : SPTS :
29	:	900A-1000A PROGRAM : KELLY RA35+ : 2.0	30	:	\$500.00	10/29	10/29	2	3	MON	2
30	:	1200N-100P PROGRAM : NEWS RA35+ : 2.0	30	:	\$650.00	10/29	10/29	1	2	MON	1
31	:	500P-530P PROGRAM : NEWS RA35+ : 4.0	30	:	\$1,600.00	10/29	10/29	1	3	MON	1
32	:	530P-600P PROGRAM : NEWS RA35+ : 5.0	30	:	\$1,700.00	10/29	10/29	1	3	MON	1
33	:	600P-630P PROGRAM : NEWS RA35+ : 5.0	30	:	\$2,000.00	10/29	10/29	2	3	MON	2
34	:	700P-730P PROGRAM : INSIDE EDITION RA35+ : 5.0	30	:	\$1,600.00	10/29	10/29	2	3	MON	2
35	:	730P-800P PROGRAM : ET RA35+ : 3.0	30	:	\$3,000.00	10/29	10/29	1	2	MON	1
36	:	1135P-1205A PROGRAM : NIGHTLINE RA35+ : 3.0	30	:	\$1,200.00	10/29	10/29	1	2	MON	1
37	:	1100P-1135P PROGRAM : NEWS RA35+ : 4.0	30	:	\$2,400.00	10/29	10/29	1	2	MON	1
38	:	800P-1000P PROGRAM : DANCING WITH THE STARS RA35+ : 10.0	30	:	\$9,000.00	10/29	10/29	2	2	MON	2



FAX# 610-225-4100

REP: TEL# 610-225-4100 CREDIT RISK !!! OCT8/12 12.44  
CREDIT ADVISORY: AGENCY CREDIT REPORT FROM REP \*\*\* WSOC-TV \*\*\*  
ORDER WORKSHEET

REP HEADLINE# 6366305  
\*\*\* ORIGINAL REV#0 \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	:	:	:	:	:	:	:	:	:	:	:	:
:	:	:	:	:	:	:	:	:	:	:	:	:

OCT/12 121025.00 NOV/12 42250.00

CONTRACT TOTAL 163275.00  
TOTAL SPOTS 100

MARKET TOTALS \$408,187 WSOC 40% WBTV 39% WCNC 13% WCCB 8% WJZY 0% WMYT 0% WAXN 0%  
CABL 0%

SVC- NSI  
DEMOS- RA35+\*